

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (canceled)

2. (canceled)

3. (canceled)

4. (canceled)

5. (canceled)

6. (canceled)

7. (canceled)

8. (canceled)

9. (canceled)

10. (canceled)

11. (canceled)

12. (canceled)

13. (canceled)

14. (canceled)

15. (canceled)

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (currently amended): A grip identifier for a traditional pint beverage container comprising:

flexible insulating material wherein said grip identifier is contoured to wrap around and conform to the shape of said beverage container, and

a fastener for an interchangeable patch, wherein said fastener is disposed upon said flexible insulating material; and

said interchangeable patch with an attached fastener.

21. (original): The grip identifier of claim 20 wherein said flexible insulating material comprises neoprene.

22. (original): The grip identifier of claim 20 wherein the fastener is the loop portion of the hook and loop type fastener.

23. (original): The grip identifier of claim 20 wherein said flexible material has a front side, back side, left end, and right end and further comprising:

a first fastener device secured to said left end of said front side, and

a second fastener device secured to said back side of said right end.

24. (original): The grip identifier of claim 23 wherein said first fastener and said second fastener are hook and loop type fasteners.

25. (original): The grip identifier of claim 20 further comprising a loop adhered to said grip identifier.

26. (original): The grip identifier of claim 20 further comprising between 1 and 4 vertical seams.

27. (original): The grip identifier of claim 26 further comprising an elastic strip extending along said seam(s).